

**LEMON GROVE [CITY COUNCIL]  
AGENDA ITEM SUMMARY**

**Item No.**     1.F  
**Mtg. Date**   May 2, 2017  
**Dept.**        Public Works

**Item Title:**   **[Parks Make Life Better!® Branding Campaign]**

**Staff Contact:**   [Mike James, Assistant City Manager / Public Works Director]

**Recommendation:**

Adopt a resolution (**Attachment B**) approving the City's participation in the Parks Make Life Better!® Branding Campaign. ]

**Item Summary:**

[The California Parks & Recreation Society (CPRS) created the Parks Make Life Better!® branding campaign to raise awareness of the benefits of parks and recreation throughout California and to raise the status of parks and recreation as an essential community services.

In February 2017, city staff attended the CPRS Annual Conference held in Sacramento. One of the many take-aways that staff noticed from the conference was the benefit that cities realize by participating in the branding campaign.

The staff report (**Attachment A**) outlines those benefits as well as details the benefits that the City may realize by participating in the campaign. ]

**Fiscal Impact:**

[None. ]

**Environmental Review:**

☒ Not subject to review

☐ Negative Declaration

☐ Categorical Exemption, Section [       ]

☐ Mitigated Negative Declaration

**Public Information:**

☒ None

☐ Newsletter article

☐ Notice to property owners within 300 ft.

☐ Notice published in local newspaper

☐ Neighborhood meeting

**Attachments:**

A. Staff Report

B. Resolution



## LEMON GROVE [CITY COUNCIL] STAFF REPORT

Item No. 1.F

Mtg. Date May 2, 2017

Item Title: **Parks Make Life Better!® Branding Campaign**

Staff Contact: [Mike James, Assistant City Manager / Public Works Director]

### Discussion:

[In February 2017, two city staff members attended the California Parks & Recreation Society (CPRS) Annual Conference held in Sacramento. During the four-day conference, there were many positive take-aways that staff took note of that could bring value to the City. Most notably was the benefits that the PMLB brand could add to the City's community services program.

CPRS created the Parks Make Life Better!® (PMLB) branding campaign to raise awareness of the benefits of parks and recreation throughout California and to raise the status of parks and recreation as an essential community services. PMLB logo can be used on individual, agency, letterhead, promotional displays, materials or products, clothing, signs, banners or vehicles.

Other notable benefits of opting into the branding campaign include:

- Build loyalty for parks and recreation services,
- Heighten the profession's bargaining power and independence,
- Stimulate growth of programs and services,
- Attract talented people to the profession,
- Involve the public, and
- Achieve greater resources and support.

In order to participate in the PMLB campaign, CPRS requests that the entity review and sign the Policy / Agreement (**Attachment B – Exhibit 1**) signed by a CPRS member. Currently, there are three positions in the City that are CPRS members: Assistant City Manager / Public Works Director, Community Services Superintendent and Community Services Assistant. If the resolution is approved, the only expense that will be a requirement to participate in the PMLB campaign is an annual CPRS membership fee of \$145. The agreement will remain in effect if the logo is used per the agreement and the agency or individual maintains a CPRS membership. ]

### Conclusion:

[That the City Council adopts a resolution (**Attachment B**) approving the City's participation in the Parks Make Life Better!® Branding Campaign. ]



# Attachment B

## RESOLUTION NO. [2017 - ]

### RESOLUTION OF THE [CITY COUNCIL OF THE CITY OF LEMON GROVE, CALIFORNIA] [APPROVING THE CITY'S PARTICIPATION IN THE PARKS MAKE LIFE BETTER!® BRANDING CAMPAIGN]

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**WHEREAS**, the California Parks & Recreation Society created the Parks Make Life Better!® (PMLB) branding campaign to raise awareness of the benefits of the parks and recreation; and

**WHEREAS**, some of the benefits that may directly impact the City's community services program include building loyalty for parks and recreation services, stimulate growth of programs and services, attract talented people to the profession, involving the public, and achieving greater resources and support; and

**WHEREAS**, the PMLB logo can be used on individual, agency, letterhead, promotional displays, materials or products, clothing, signs, banners or vehicles; and

**WHEREAS**, any entity that wishes to participate in the PMLB campaign must review the policy / agreement (**Exhibit 1**) and a CPRS member shall execute the agreement on behalf of the entity; and

**WHEREAS**, staff believes that the benefits of participating in the PMLB will promote and support the City's community services efforts. ]

**[NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Lemon Grove, California hereby:

1. Approves the City's participation in the Park Make Life Better!® Branding Campaign; and
2. Directs the City Manager or her designee to sign the agreement. ]

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# Attachment B – Exhibit 1



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## Policy / Agreement for the Use of Parks Make Life Better!® Logo

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The Parks Make Life Better!® is a service mark and is the property of the California Park & Recreation Society (CPRS). CPRS grants use of the Parks Make Life Better!® logo to individual and agency members (colleges and universities, therapeutic recreation facilities and hospitals, nonprofit organizations, and companies) upon return of this Policy/Agreement signed by a CPRS member. This agreement is in effect as long as the logo is used per this agreement and the agency or individual maintains CPRS membership.

The Parks Make Life Better!® logo is intended to develop greater awareness of the importance of parks and recreation with the general public, further the visibility of parks and recreation with the general public, and build positive brand awareness of parks and recreation in California.

For sustaining (company) members, the Parks Make Life Better!® logo may not be used in any manner to imply that the company is an agent of CPRS or that CPRS in any way warrants, approves, or endorses any product or service provided by the company member.

The Parks Make Life Better!® logo can be used on individual, agency, college/university, hospital, company business cards, letterhead, promotional displays, materials or products, clothing, signs, banners, or vehicles. Any other use of the Parks Make Life Better!® logo not specifically enumerated must be approved in advance by CPRS. *The logo may not be used with alcohol or tobacco products.*

Consistent use of the logo and its color application is a major factor in brand recognition. The logotype is the single most identifiable element of a brand. The Parks Make Life Better!® logo should not be altered or modified. It must be printed in 4 color (PMS 369, 166, 2726, and 2995) or, if necessary, a one-color application is permitted. For one color application, it is recommended the Parks Make Life Better!® logo is placed against a white or black background. The Parks Make Life Better!® logo should not be placed inside a box, circle, rectangle, or other shape.

The symbol ® must be displayed as superscript font (®) each time the Parks Make Life Better!® logo is used.

**Parks Make Life Better!® is a branding campaign created by the  
California Park & Recreation Society  
Visit [www.cprs.org](http://www.cprs.org)**

# Attachment B – Exhibit 1

Return This Form to CPRS  
ATTN: John Glaeser, Director of Communications



## Agreement for Use of the Parks Make Life Better!® Logo

PLEASE PRINT CLEARLY:

Member Name: \_\_\_\_\_

Agency<sup>1</sup> Name: \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- ☐ I have the authority to approve use of the Parks Make Life Better!®
- ☐ I have read the Policy / Agreement for Use of the Parks Make Life Better!® logo and agree to abide by this policy.

Both boxes must be checked in order to receive the logo graphics and style guide.

Upon return of this form, the representative will receive an email containing the logo file and the Parks Make Life Better!® Style Guide.

RETURN THIS FORM TO:

John Glaeser, Director of Communications  
California Park & Recreation Society  
7971 Freeport Blvd., Sacramento, CA 95832  
916.665.9149 (fax) 916.665.2777 (phone) [john@cprs.org](mailto:john@cprs.org) (email)

<sup>1</sup> Agency means Cities, Counties, Special Districts, Therapeutic Recreation Facilities & Hospitals, Colleges and Universities, or Nonprofit Organization.